Group Final Project - Creating and Propagating Viral Content (30%)

Due (Proposal): November 3, 2011 (posted to Wiki for peer review)

Due (5-7 minute Presentation and 3-page writeup): Last class

Length: Brief writeup along with presentation (3 pages) outlining process

**Purpose of the write-up (3pages)**

\*showcasing main message, why you think it’s viral, what you did to seed the message, and how it turned out.

**Main Message:**

Initially our primary goal was to combine current social and political events with an element of humour. Choosing natural disasters and political movements as the backdrop to our characters travel adventures. Our tourists were to represent humour in their physical appearance and facial expressions exhibiting a clueless and/or confused demeanour. However, once our concept gradually came into fruition we realized it was difficult to recognize the light humour we were attempting to present. We then decided to keep the same overall concept of a person or persons in an area where they don’t necessarily belong.

The humour lies in the fact that our characters are blissfully unaware of their surroundings however the viewing audience clearly recognizes the random pairing. Rather than using social and political events we chose popular cultural events (award shows, autograph signings, reality show tapings, etc.). Our elderly tourist characters stand out from scenarios that are so much a part of our everyday life.

The goal of our new attempt at a meme is a comment on the cultural references that have been normalized in our everyday culture and how when combined with actual normal behaviour (individuals travelling trying to find their way) it is the *normal* behaviour that seems out of place rather than celebrities like Lady Gaga walking down city streets with no pants on.

**Why you think it’s viral?**

We believe our concept became slightly memetic for a number of reasons, the format we used to attract audiences, the primarily popular cultural references we used, and the humour that exists when utilizing familiar people and places.

We all have a friend or relative who isn’t completely aware of what is going on in popular culture. We all have someone in our life that regardless of the circumstance seems clueless and confused. We have all had some interaction with celebrities through the various media formats and know more information about their lives than we would care to admit. Having these images presented in the way that they are speaks more about how ridiculously media obsessed society is than how ridiculous our tourist characters look.

Our concept is viral because although on the surface it provides humour beneath the surface it requires personal reflection on what, how and why we constantly consume and normalize celebrity culture.

**How it turned out: These are our YouTube Statistics (11/19/2011-11/21/2011)**

**Places our video has been posted or reposted:**

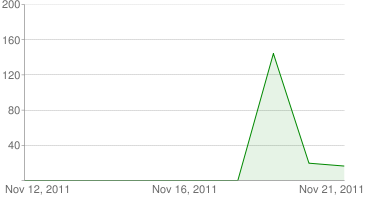
YouTube, Facebook,Tumblr,Twitter, Digg, Stumbleupon, Reddit, E-Mail, Google+

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Date range: Nov 12, 2011 ▾- Nov 21, 2011 ▾

**Views**

Each day on the graph shows the total number of views made on that day. Unique users is the number of users that made those views.



**Demographics**

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| http://chart.googleapis.com/chart?cht=bhs&chs=350x110&chd=e:IQPvWlFgJeAACT&chco=008800&chls=-1,-1,-1&chxt=x,y&chxl=0:|0%25|20%25|40%25|60%25|80%25|100%25|1:|65-|55-64|45-54|35-44|25-34|18-24|13-17&chbh=10,2&chg=-1,0,4,4&chf=bg,s,FFFFFF00http://chart.googleapis.com/chart?cht=p&chs=350x90&chd=e:n3YD&chco=57B011,89D680&chls=1,0,0&chxt=x&chxl=0:|Male+62%25|Female+38%25&chxs=0,707070,11.5,0,l,676767&chp=0.397 |